LA 128,871,453v1 5-25-10

directors, officers, employees, or agents (referred to herein collectively as "Representatives") (the "Producing Party") to any other party or its Representatives (the "Receiving Party"). The term "Discovery Materials" shall mean and include Documents (as defined below); answers to interrogatories; responses to requests for admissions; depositions; expert reports; briefs, memoranda, or writings filed with or otherwise supplied to the Court; and such other materials and information as may be produced or disclosed between the parties during the course of discovery in this litigation. The term "Documents" shall mean every means of recording any form of communication or representation upon any tangible thing, including letters, words, pictures, sounds, or symbols, or combinations thereof, whether recorded by handwriting, printing, photostatic, or photographic means, magnetic impulse, tape, computer disk, CD-ROM or any other form of data storage, data compilation, or mechanical or electronic recording, and all other tangible things which come within the meaning of "writing" contained in Rule 1001 of the Federal Rules of Evidence, or within the meaning of "document" or "tangible thing" contained in Rule 34 of the Federal Rules of Civil Procedure.

11

12

13

14

15

16

17

18

19

22

23

24

27

28

2. The term "CONFIDENTIAL INFORMATION" shall mean and include non-public confidential information of or in the possession of the Producing Party as to which the Producing Party considers in good faith to contain Trade Secrets (as that term is defined in California Civil Code § 3426.1)¹ or confidential business, financial, or technical information that may be protected from public disclosure under the Federal Rules of Civil Procedure or California law, including without limitation non-public financial information regarding the party's goods, services and

^{1 &}quot;Trade Secrets" accordingly means "information, including a formula, pattern, compilation, program, device, method, technique, or process, that: (1) Derives independent economic value, actual or potential, from not being generally known to the public or to other persons who can obtain economic value from its disclosure or use; and (2) Is the subject of efforts that are reasonable under the circumstances to maintain its secrecy." Cal. Civ. Code § 3426.1.

- 3. The term "ATTORNEYS' EYES ONLY INFORMATION" shall mean the information that meets the definition of "CONFIDENTIAL INFORMATION" contained in paragraph 2 above, and that, if disclosed to a business competitor, would tend to damage the disclosing party's competitive position. The parties agree that ATTORNEYS' EYES ONLY information should be produced on more restrictive terms than other CONFIDENTIAL INFORMATION to reduce the risk of competitive harm.
- 4. Any Discovery Materials filed with the Court or produced or provided by any party or non-party in the course of discovery or other proceedings in this action may be designated by such party or non-party as CONFIDENTIAL INFORMATION or ATTORNEYS' EYES ONLY INFORMATION so long as a good faith and reasonable basis exists for such a designation.
- 5. The term "Counsel" shall mean attorneys of the firms of Greenberg Traurig, LLP; Connolly Bove Loge & Hutz LLP; and Husch Blackwell Sanders Welsh & Katz, LLP; supporting personnel employed by the attorneys, such as

27

11

12

13

161

17

18

19

20

21

22

23

24

25

6. An "Independent Expert or Consultant" is any person or organization with whom Counsel or a party may deem it necessary to consult concerning technical, financial or other aspects of this case for the preparation or trial thereof and who has complied with this Paragraph 6. A "Consumer Survey Expert" is an "Independent Expert or Consultant" who: (i) is not employed by any party to the case; (ii) possesses expertise in the design and execution of consumer behavior survey research, such as (but not limited to) conducting consumer surveys of secondary meaning or likelihood of confusion; and (iii) is retained in this case to render advice and/or testimony about surveys on consumer behavior relevant to this matter.

(a) For every "Independent Expert or Consultant" except for a "Consumer Survey Expert," the following provisions apply: A party wishing to disclose another party's CONFIDENTIAL INFORMATION and/or ATTORNEYS' EYES ONLY INFORMATION to an Independent Expert or Consultant must first, prior to disclosure of CONFIDENTIAL INFORMATION and/or ATTORNEYS' EYES ONLY INFORMATION, provide the name and CV of the proposed Independent Expert or Consultant to opposing counsel, as well as a signed Non-Disclosure Agreement attached hereto as Exhibit A. Counsel receiving such notification of proposed disclosure has ten (10) Court days to object to the disclosure of CONFIDENTIAL INFORMATION and/or ATTORNEYS' EYES ONLY INFORMATION to the proposed Independent Expert or Consultant. Any such objection raised must be for good cause based upon legitimate likelihood of competitive business harm that would result from disclosure to the contemplated

(b) For any Consumer Survey Expert, the following provisions apply: A party wishing to disclose another party's CONFIDENTIAL INFORMATION and/or ATTORNEYS' EYES ONLY INFORMATION to a Consumer Survey Expert must first obtain a signed Non-Disclosure Agreement attached hereto as Exhibit A from the Consumer Survey Expert and the Consumer Survey Expert must agree to be bound by the provisions of this Order. No Consumer Survey Expert may be shown any CONFIDENTIAL INFORMATION, including ATTORNEYS' EYES ONLY INFORMATION, until the requirements of this paragraph and subparagraph have been fulfilled. The party who has retained such an Consumer Survey Expert shall keep the original Non-Disclosure Agreement signed by the Independent Expert or Consultant and, if requested, make it available for inspection or copying

10

13

15

18

19

20

21

23

24

25

26

27

28

7. Except as provided for below in Paragraphs 8 and 9, any Discovery Materials containing or including any CONFIDENTIAL INFORMATION shall be designated as such by the Producing Party by stamping or labeling it with, or otherwise affixing thereto, the following legend on every page of the Document:

CONFIDENTIAL

8. Except as provided for in Paragraph 9 below, any Discovery Materials containing or including any ATTORNEYS' EYES ONLY INFORMATION shall be

designated as such by the Producing Party by stamping or labeling it with, or otherwise affixing thereto, the following legend on every page of the Document:

CONFIDENTIAL - ATTORNEYS' EYES ONLY

- 9. All CONFIDENTIAL INFORMATION, including ATTORNEYS' EYES ONLY INFORMATION, not reduced to documentary or tangible form or which cannot be conveniently designated in the manner set forth in Paragraphs 7 and 8 above shall be designated by the Producing Party by informing the Receiving Party in writing of the appropriate designation.
- determines was not, but should have been, designated CONFIDENTIAL INFORMATION or ATTORNEYS' EYES ONLY INFORMATION, the Producing Party may so designate such Discovery Material by serving a written notice upon the Receiving Party within ten (10) Court days of learning of the incorrect designation, along with a copy of such Discovery Materials marked with the appropriate designation. The Receiving Party shall then destroy or return to the Producing Party all unmarked copies of such Discovery Materials within ten (10) Court days and certify in writing that it has done so.

11

14

17

18

26

27

28

of Discovery Materials as CONFIDENTIAL INFORMATION or ATTORNEYS' EYES ONLY INFORMATION, the Receiving Party may, at any time, notify the Producing Party in writing that it requests a redesignation or release of confidentiality, stating the basis for its request. Within ten (10) Court days of such a written request, the Producing Party shall either (1) grant in writing the request; or (2) communicate in writing its refusal to do so, stating the basis for its refusal. If the Producing Party fails to communicate in writing its refusal to release confidentiality within ten (10) Court days, the Producing Party shall be deemed to have agreed to the request to redesignate the Discovery Materials at issue. If a refusal is made, the

12

13

14

15

17

18

19

21

24

25

26

27

28

12. In the event the Producing Party elects to produce CONFIDENTIAL INFORMATION, including ATTORNEYS' EYES ONLY INFORMATION, for inspection by the Receiving Party before copying, no marking need be made by the Producing Party in advance of the inspection, but the Producing Party shall inform the Receiving Party of the intended designation of the Discovery Materials to be inspected. The Receiving Party shall treat all such CONFIDENTIAL MATERIAL, including ATTORNEYS' EYES ONLY INFORMATION, inspected, during the inspection and thereafter, pursuant to this Protective Order. Should Documents be copied by or for the Receiving Party, the Producing Party shall mark the copies of such Documents as may contain protected subject matter with the appropriate confidentiality marking at the time the copies are produced to the Receiving Party.

12 13

15

17

18 19

20 21

22

24

26

27

28

13. Whenever a deposition taken on behalf of any party involves the reference to or disclosure of CONFIDENTIAL INFORMATION or ATTORNEYS' EYES ONLY INFORMATION:

(a) the deposition or portions thereof (including exhibits) that contain CONFIDENTIAL INFORMATION or ATTORNEYS' EYES ONLY INFORMATION shall be so designated by a statement to such effect on the record in the course of the deposition; or upon review of such transcript, by counsel for the party whose CONFIDENTIAL INFORMATION or ATTORNEYS' EYES ONLY INFORMATION has been disclosed. Counsel for the disclosing party must designate CONFIDENTIAL INFORMATION or ATTORNEYS' EYES ONLY INFORMATION within twenty (20) Court days after receiving the transcript by so designating on a separate piece of paper the number of the pages of the transcript containing CONFIDENTIAL INFORMATION or ATTORNEYS' EYES ONLY INFORMATION, inserting the list at the end of the transcript, and serving copies of the list to counsel for all parties so that it may be affixed to the face of the transcript and each copy thereof. Pending such designation by counsel, the entire deposition transcript, including exhibits, shall be deemed ATTORNEYS' EYES ONLY INFORMATION. If no designation is made within the prescribed time, the transcript shall be considered not to contain CONFIDENTIAL INFORMATION or ATTORNEYS' EYES ONLY INFORMATION, other than those portions designated on the record during the deposition, if any; and

(b) either party shall have the right to exclude from attendance at said deposition, during such time as the CONFIDENTIAL INFORMATION, including ATTORNEYS' EYES ONLY INFORMATION, is to be referenced or disclosed, every individual excluding the deponent and his attorney, the court reporter and those individuals authorized under this Protective Order to receive the CONFIDENTIAL INFORMATION, including ATTORNEYS' EYES ONLY INFORMATION.

13

17

18 19

20

21

23

24

25 26

28

- All Discovery Materials designated as CONFIDENTIAL 14. INFORMATION or ATTORNEYS' EYES ONLY INFORMATION shall be treated as confidential by the Receiving Party and shall not be used by the Receiving Party for any purpose other than in connection with this litigation unless and until such designation is removed by agreement of Trial Counsel or by Order of the Court.
- Except as provided herein, all Discovery Materials designated as 15. ATTORNEYS' EYES ONLY shall not be disclosed by the Receiving Party to anyone other than: (i) Counsel, (ii) Independent Experts or Consultants (including Consumer Survey Experts) who have complied with Paragraph 6; and (iii) the Court, pursuant to the terms of this Protective Order.
- 16. Except as provided herein, all Discovery Materials designated as CONFIDENTIAL INFORMATION but not as ATTORNEYS' EYES ONLY INFORMATION shall not be disclosed by the Receiving Party to anyone other than: (i) Counsel, (ii) Independent Experts or Consultants (including Consumer Survey Experts) who have complied with Paragraph 6, (iii) no more than eight designated employees of each Party who require the information to assist the attorneys involved in this action or to evaluate this action for settlement discussions and who have executed Exhibit A attached hereto (with a copy served on the opposing party); (iv) Scott E. Rogers of Scandaglia & Ryan and Henry Gweon of Aurora World, Inc.; and (v) the Court, pursuant to the terms of this Protective Order.
- 17. In addition to the authorized persons listed in Paragraphs 15 and 16 with respect to Documents designated as including CONFIDENTIAL INFORMATION or ATTORNEYS' EYES ONLY INFORMATION, any person indicated on the face of the Document to be its originator or author or a recipient thereof may be shown the Document. Additionally, any Document designated as including CONFIDENTIAL INFORMATION or ATTORNEYS' EYES ONLY INFORMATION may be shown during a deposition to the deposition witness if the witness is employed, at the time

11 12

13 14

15 16

17

18

20

19

21 22

24

23

25 26

27 28

of his or her deposition, by the party that produced the Document so designated during the deposition of that person.

- Nothing contained in this Protective Order shall preclude the Producing 18. Party from using or disseminating its own CONFIDENTIAL INFORMATION or ATTORNEYS' EYES ONLY INFORMATION.
- CONFIDENTIAL INFORMATION and all items which reveal the contents thereof to be filed with the Court by any party or non-party shall be filed in sealed envelopes or other appropriately sealed containers on which shall appear a legend which provides as follows:

FILED UNDER SEAL CONTAINS CONFIDENTIAL INFORMATION SUBJECT TO PROTECTIVE ORDER

The enclosed materials are subject to a Protective Order of the United States District Court for the Central District of California. This envelope may not be opened without Court Order by any person other than this Court, court personnel or counsel of record.

In order to enable the Court to determine whether there is evidence which the Court should attempt not to disclose, if a party or non-party files with the Court any documents that contain, refer to, or rely on CONFIDENTIAL INFORMATION, all such documents shall clearly identify the particular aspects of the documents that contain, refer to, or rely upon such CONFIDENTIAL INFORMATION. Absent such notification, the Court will be free to incorporate all such documents and any information contained, referred to, or relied upon therein in its written and oral rulings.

No provision of this Protective Order shall be deemed to create a waiver 20. as to inadvertently-produced Discovery Materials that are protected from discovery on the basis of privilege or the work-product doctrine under Rule 26 of the Federal Rules of Civil Procedure. The inadvertent production of such documents does not waive any privilege or immunity with respect to such production or with respect to

other materials or information referred to in the materials produced, so long as a request for the return of such documents or information is made within ten (10). Court days after the Producing Party learns of its inadvertent production. Within five (5) Court days of such request, the Receiving Party shall return the inadvertently produced documents identified and all copies thereof, and certify in writing that it has done so. Nothing in this Paragraph shall prejudice the right of any party to seek discovery of communications, documents and things as to which a claim of privilege has been made.

- 21. If CONFIDENTIAL INFORMATION, including ATTORNEYS' EYES ONLY INFORMATION, or any portion thereof is disclosed by the Receiving Party, through inadvertence or otherwise, to any person or party not authorized under this Protective Order, then the Receiving Party shall use its best efforts to retrieve immediately all copies of such CONFIDENTIAL INFORMATION, including ATTORNEYS' EYES ONLY INFORMATION, and to bind such person to the terms of this Protective Order. In such event, the Receiving Party shall also (a) promptly inform such person of all the provisions of this Protective Order; (b) identify such person immediately to the Producing Party; and (c) request such person to execute the Non-Disclosure Agreement attached hereto as Exhibit A.
- 22. Nothing in this Protective Order shall be deemed to preclude any party from seeking and obtaining, on an appropriate showing, additional protection regarding materials or information designated as CONFIDENTIAL INFORMATION or ATTORNEYS' EYES ONLY INFORMATION, or relief from this Protective Order. In any such request to the Court, the party seeking to withhold certain materials from disclosure, or to obtain relief from this Protective Order, shall bear the burden of showing why such disclosure should not be permitted or why such relief should be granted.

15

16 17

18

19

20 21

22 23

24

25 26

27

- 23. Nothing in this Protective Order shall bar or otherwise restrict any attorney herein from rendering advice to the attorney's party-client with respect to this action, and in the course thereof, relying upon an examination of CONFIDENTIAL INFORMATION, including ATTORNEYS' EYES ONLY INFORMATION, provided, however, that in rendering such advice and in otherwise communicating with the party-client, the attorney shall not disclose any CONFIDENTIAL INFORMATION or ATTORNEYS' EYES ONLY INFORMATION, nor the source of any CONFIDENTIAL INFORMATION or 9 ATTORNEYS' EYES ONLY INFORMATION, to anyone not authorized to receive 10 | such Discovery Materials pursuant to the terms of this Protective Order.
 - Notwithstanding any other provision of this Protective Order, the 24. confidentiality obligations of this Protective Order shall not apply or shall cease to apply (as the case may be) to any CONFIDENTIAL INFORMATION, including ATTORNEYS' EYES ONLY INFORMATION, that:
 - at the time of disclosure hereunder, was already in the public (1) domain by publication or otherwise;
 - (2) has become, through no act or failure on the part of the Receiving Party, part of the public domain by authorized publication or otherwise lawful means:
 - at the time of disclosure, was already in the lawful possession of (3) the Receiving Party;
 - after disclosure hereunder, was acquired by the Receiving Party (4) from a third party lawfully possessing such CONFIDENTIAL INFORMATION or ATTORNEYS' EYES ONLY INFORMATION and having no confidentiality obligation to the Producing Party;

]]

- (5) the Producing Party agrees may be disclosed to a third party under no confidentiality obligation; or
- (6) the Court, after notice to the parties and upon good cause, orders to be disclosed.
- 25. In the event that the case proceeds to trial, the parties will consult with one another and jointly or individually move the Court for safeguards allowable by the Court to maintain the protected status of any information designated as CONFIDENTIAL INFORMATION or ATTORNEYS' EYES ONLY INFORMATION pursuant to this Protective Order, or to implement alternative or additional protections for such information at trial.
- 26. If a Receiving Party in possession of Discovery Materials designated as CONFIDENTIAL INFORMATION, including ATTORNEYS' EYES ONLY INFORMATION, receives a subpoena or other request from a non-party to this action seeking production or other disclosure of such Discovery Materials, the Receiving Party shall immediately give written notice to the Producing Party, specifying the Discovery Materials sought and enclosing a copy of the request, subpoena or other form of compulsory process. The Receiving Party shall not produce or otherwise disclose any Discovery materials containing CONFIDENTIAL INFORMATION, including ATTORNEYS' EYES ONLY INFORMATION, without prior written authority from the Producing Party or order of a Court.
- 27. Neither the taking of any action in accordance with the provisions of this Protective Order, nor the failure to object thereto, shall be construed as a waiver of any claim or defense in this action. The entry of this Protective Order shall not be construed as a waiver of any right to object to the furnishing of information in response to discovery or to object to a requested inspection of Documents or things, and, except as expressly provided, shall not relieve any party of the obligation of producing information in the course of discovery.

- 28. In the event anyone shall violate or threaten to violate the terms of this Protective Order, the parties agree that the aggrieved party may immediately apply to obtain injunctive relief against any such person violating or threatening to violate any of the terms of the Protective Order. The parties and any other person subject to the terms of this Protective Order agree that this Court shall retain jurisdiction over it and them for the purpose of enforcing this Protective Order.
- 29. Either party may request any reasonable amendment to this Protective Order to facilitate the efficient and appropriate handling of CONFIDENTIAL INFORMATION, including ATTORNEYS' EYES ONLY INFORMATION. Non-parties from whom discovery is sought in connection with this action may designate their Discovery Materials as CONFIDENTIAL INFORMATION or ATTORNEYS' EYES ONLY INFORMATION, under the provisions of this Order.
- 30. All Discovery Materials together with all copies thereof, which have been designated as including CONFIDENTIAL INFORMATION or ATTORNEYS' EYES ONLY INFORMATION, and any documents containing such information, shall be destroyed or returned to the respective Producing Party, and as preferred by the Producing Party, within thirty (30) calendar days after the entry of final judgment and conclusion of any and all appeals, or the final settlement of this case, and certify in writing that it has done so. Notwithstanding the foregoing, outside Counsel may maintain archival copies of pleadings, motion papers, legal memoranda, correspondence and work product that contain any CONFIDENTIAL INFORMATION or ATTORNEYS' EYES ONLY INFORMATION. At all times while in existence, such archival copies shall be treated pursuant to the terms of this Protective Order.
- 31. All notices, objections and other communications required or permitted to be made pursuant to any provision of this Protective Order shall be in writing.

Except as specifically provided herein, the terms, conditions, and limitations of this Protective Order shall survive the termination of this action. This Protective Order shall remain in force and effect until modified, superseded, or terminated by consent of the parties or by order of the Court made upon reasonable written request. This Court shall retain jurisdiction over the subject matter of this Order and the parties herein for purposes of enforcing this Order.

IT IS SO ORDERED.

DATED: 5/21/10

United States Magistrate Judge

EXHIBIT A

UNITED STATES DISTRICT COURT CENTRAL DISTRICT OF CALIFORNIA

AURORA	WORLD,	INC.
---------------	--------	------

Plaintiff.

vs.

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

TY, INC.,

Defendants.

CASE NO. CV09-8463 MMM (Ex)

ACKNOWLEDGEMENT OF CONFIDENTIALITY ORDER AND AGREEMENT TO BE BOUND

I acknowledge that I have been given a copy of, read, and understand the Stipulation and Protective Order Governing the Use of Confidential Material ("Protective Order") entered in the above-captioned lawsuit.

I further acknowledge and agree to comply with the terms of the Protective Order and be bound by it. I acknowledge, understand, and agree that by receiving confidential information hereunder I am subject to penalty for contempt of court for any violation of the terms of the Protective Order.

Dated:	
--------	--

Name of Individual to whom disclosure will be made

Address, including County and State of Residence

PROTECTIVE ORDER GOVERNING THE USE OF CONFIDENTIAL MATERIAL
LA 128,871,453v1 5-25-10